



On the Frontlines

Tobacco Program inks *Tobacco Smokes You* partnership

The Tobacco Prevention and Control Program has entered into an innovative, statewide partnership with concert promoters *The House of Blues* and the *Seattle Theater Group*.

In return,
The House
of Blues's

TOBACCOSMOKESYOU.COM

Northwest division will no longer accept tobacco company sponsorship at the concert events it promotes. The official announcement of the partnership is scheduled for late April, once additional details are completed.

The sponsorship/promotion crosses over into all Tobacco Program areas – prevention, cessation, and secondhand smoke. The overarching brand of *Tobacco Smokes You* will define the sponsorship of the concerts. The House of Blues Web site is already directing visitors to the tobaccosmokesyou.com jump page with more information on the promotion and links to the Tobacco Program's four Web sites.

The Tobacco Program will have a presence at 20 concerts at the Gorge, in George, Washington, and will be the main sponsor of the Gorge's signature event, the annual *Sasquatch Festival* during Memorial Day weekend. Last year, the Gorge was the scene of several tobacco-sampling events. The program will have a large contingent of volunteers at the festival who will staff a booth and participate in a number of related activities. The package also includes a presence at seven additional concerts around the state, including the Paramount Theater in Seattle.

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As details of these additional concerts are confirmed, we'll send the information your way. For now, mark May 28 on your calendar for this year's Sasquatch Festival, sponsored by *TobaccoSmokesYou.com*. Then go to the [site](#) and learn how you can win free tickets to the concert!

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Kennewick playgrounds go smoke-free

The Kennewick City Council changed city park rules last month to prohibit tobacco use within a 20-foot perimeter of playgrounds. The change came about because of the efforts of Tobacco Free Benton-Franklin Counties coalition, which will be working with the Kennewick Parks and Recreation Commission to create and post new "no tobacco use" signs.

The effort was led by Amy Ward, director of the coalition, who says city officials were generally receptive to making the city's playgrounds better for kids. Being able to point to what other cities have done also helped, she says.

"It's helpful when you find another community, like Spokane, that has done it and to be able to use their work as a foundation," Ward says. "It helps lawmakers realize that you're not some sort of renegade. It gives you a little more credibility," she adds.

Kennewick city staffers used Spokane's smoke-free parks ordinance as a model in crafting their new rule. Although the new rule is enforceable, in practice it's likely to be more advisory in nature. "It empowers parents to say, 'Take it elsewhere to protect my kids,'" Ward says.

For more information, contact Amy Ward at 509-374-8742 or amy.ward@verizon.net.

Mark your calendars for Smoke-Free Sunday

Families and residents from all over Washington can send a powerful "smoke-free" message by patronizing their favorite smoke-free restaurants on Smoke-Free Sunday, May 15. The statewide event, timed to complement World No Tobacco Day activities, is being organized by the Tobacco Program, Secondhand Smoke Community Assistance Project, and public relations agency GMMB.



The campaign will promote the new, interactive map of smoke-free restaurants (including some bars and taverns) on www.secondhandsmokesyou.com and encourage restaurants to try going smoke-free for the day.

Downloadable materials and other resources for contractors to use in promoting Smoke-free Sunday and encouraging local businesses to go smoke-free will be posted on www.secondhandsmokesyou.com. A variety of media and other events are being planned.

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

Four tobacco prevention Web sites provide latest information

The four Web sites maintained by the Tobacco Prevention and Control Program provide a wide variety of tobacco prevention information to diverse audiences. The sites are an important tool for seasoned practitioners and advocates looking for current and historic tobacco prevention information, a key starting point for those new to the field, and a wealth of information for reporters and students.

The Tobacco Prevention and Control Program's Web site at www.doh.wa.gov/tobacco is organized around the four program goal areas:

- [Prevent youth from beginning to use tobacco.](#)
- [Help youth and adults quit using tobacco.](#)
- [Reduce exposure to secondhand smoke.](#)
- [Reduce tobacco use in high-risk groups.](#)



Each section serves as a launching point to a wide range of resources related to the specific goal area, as well as state- and county-specific statistics and information. The site also contains the Tobacco Program's latest [media campaigns](#), some pieces of which are downloadable from the site. The Tobacco Program's contractor site contains information specific to the responsibilities of program contractors and is accessible through CATALYST.

The youth-oriented tobacco prevention Web site, www.unfilteredTV.com, is an exciting place to learn about the tactics of the tobacco industry, how to take action, and how to quit using tobacco.



The site also is home to O₂ magazine, a student produced, online tobacco prevention publication. A revised UnfilteredTV.com was recently launched and is more

accessible to a wider range of users. See [related article](#) this issue.

The definitive site for information about secondhand smoke, www.secondhandsmokesyou.com, includes sections for smokers and non-smokers, and information about the hazards of second-hand smoke. An interactive, statewide listing of smoke-free restaurants recently premiered on the site. See related article this issue.

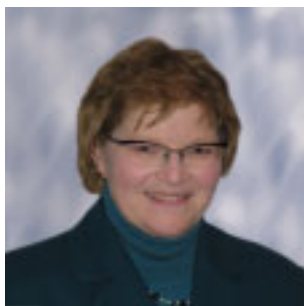
SecondHandSmokesYou.com



The Washington Tobacco Quit Line Web site, www.quitline.com, is an introduction to the services of the Tobacco Quit Line, 1-877-270-STOP, with information about the cessation process, counselors, and real life quit stories. The site inspires smokers to make the change and provides resources to start the process.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov

Hot Topics



Strong tobacco prevention efforts to continue under Mary Selecty

Mary Selecty was reappointed Washington Secretary of Health last month by Gov. Christine Gregoire. Selecty has held the post for eight years, during which time the number of adult smokers in Washington has dropped 12 percent and teen smoking has declined more than 40 percent. In her remarks, the governor praised Selecty as one of the nation's "best and brightest" in public health. Gregoire, who as Washington Attorney General was lead negotiator for the states in the

lawsuit against major tobacco companies, said she wants the Department of Health to beef up the state's effort to curb teen smoking.

Parents who smoke should be encouraged to quit when their children are young

Researchers at the Fred Hutchinson Cancer Research Center have determined that parental early smoking cessation is associated with increased odds of their young adult children's smoking cessation. Read the [abstract](#) in the March 2005 issue of *Addiction*.

New study shows anti-tobacco advertising campaigns work

Read the [press release](#) from American Heart Association, American Lung Association and Campaign for Tobacco-Free Kids

Historic tobacco treaty becomes international law; U.S. fails to ratify

Read the [press release](#) from The Campaign for Tobacco Free Kids.

\$95 million European Union campaign targets youth smoking

Read the [news summary](#) from Join Together

For the latest tobacco-related news stories, visit www.unfilteredTV.com.

Need to Know

For frequent updates on Need to Know information for Tobacco Program contractors, visit the contractor resources Web home page, which is linked to the main CATALYST Web page.

Marissa Bergener joins Tobacco Program staff

Marissa Bergener has joined the Tobacco Program staff to provide administrative support. She replaces Jennifer Dodd who will take over coordination of the program's materials clearinghouse.

Marissa was born and raised in Olympia and has worked for the Washington State Department of Health since 2001. She started with the Board of Health, had stints with the Emergency Medical Services and Trauma Prevention, Facilities and Services Licensing, and Office of the Secretary, and most recently was with the Medical Quality Assurance Commission.



“Marissa’s enthusiasm for both the work and the people of public health, plus her strong skills and capabilities, made her an obvious choice to fill this critical position in our program,” says Terry Reid, Tobacco Program Manager.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.



Secondhand smoke media campaign

The new secondhand smoke billboard and transit ads went up in January, followed by television, radio, and online ads that launched February 7.

Tavern restroom ads are slated to begin March 28. The new campaign focuses on worker protection and non-smokers’ rights, and targets adults ages 18 to 49. The campaign is scheduled to run through June with possible extension through the end of 2005.

Television ads are running in the state’s three largest markets – Seattle, Yakima, and Spokane – as well as in Portland to cover the southwest area of the state. There are about 4,500 radio spots running in 12 counties and in Portland. [View and listen to the ads.](#)

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Cessation media campaign

The new cessation advertising campaign that directs tobacco users to the Washington Tobacco Quit Line kicked off January 10 with television and radio ads statewide. Billboard, transit, and non-traditional ads will begin running in April. The goal of the campaign is to reach the target audience at the point of purchase or when they’re thinking of lighting up – and remind them to fight the temptation. The campaign is scheduled to run through late June.



The television ads are running in the state’s three largest markets and in Portland to cover the southwest area of the state. There are about 3,200 radio spots running in 12 counties and in Portland. [View and listen to the ads.](#)

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

“Stick it to Kick it” campaign

Through June, Washington smokers between the ages of 18 to 29 can enroll in a free program to quit using tobacco, including nicotine replacement therapy (nicotine gum or a patch) and counseling, by calling the Washington Tobacco Quit Line at 1-877-270-STOP (7867). The value of the cessation program, including the nicotine gum or patch, is more than \$300, but through this program it’s available for free.

Promotional activities have included outreach to major employers, family planning clinics, community colleges, and street teams engaging bar-goers in Seattle's Belltown and Pioneer Square.

In the Spokane area, KKZX disc jockey Jason McCollim chronicled his quit experience on-air using the free nicotine replacement therapy available from the quit line. Spokane-area calls to the quit line from 18- to 29-year-olds increased nearly three-fold as a result of that campaign.

For more information, visit www.quitline.com or contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.



Revamped UnfilteredTV.com

A new HTML version of UnfilteredTV.com is up and running! The revamped site is more accessible for users without Flash programs and those with dial-up connections. New features include:

- Quick Link: One click access to different sections deep in the site gives visitors easy access to information.
- Interactive TV: Clicking the TV when the movies are playing opens a page with more information about the movie subject.
- Whatz New: Site for true stories.

Revisions to the site resulted from focus group discussions conducted by Tobacco Program public relations contractor GMMB that tested youth opinions about content, design, and functionality of the site.

For more information, [visit the site](#) or contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

New interactive map lists smoke-free restaurants

On February 1, the Tobacco Program launched a Web-based interactive map listing smoke-free restaurants (including some bars and taverns) around the state. The online map, at www.secondhandsmokesyou.com, lists nearly 5,000 smoke-free eating places in Washington.

All of the listed smoke-free restaurants in a county can be called up by clicking on the appropriate county icon on the map. The database is also searchable by restaurant name, city, zip code, or county. An online submission form allows the general public and businesses to suggest additions or changes to the listing. Updates from Tobacco Program contractors should follow the guidelines provided by the program. For questions, contact your contract manager.

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

Little change in state “Synar” rate

The tobacco compliance check violation rate for Washington was 11.7 percent in 2004. Currently, Washington is ranked 25th nationwide in ensuring retailers comply with laws prohibiting the sale of tobacco products to minors. The compliance rate is derived from a random sample of tobacco retailer checks conducted in all 39 counties annually.

Washington’s 2003 violation rate was 10.8 percent and has been consistently around 12 percent since reporting began in 1996. While the violation rate is below the 20 percent level necessary for the state to receive full funding from the federal Center for Substance Abuse Prevention for treatment programs, there has been little progress in achieving the state’s Healthy People 2010 goal of less than 10 percent.

The sample is named for Representative Mike Synar who was instrumental in establishing the Synar Amendment to the federal Health and Human Services Act in 1996 requiring all states to have laws restricting tobacco sales to minors and implementing a system of checks to ensure retailers comply with the law.

County-specific compliance check history and other information can be viewed by clicking on the county map in the assessment and data evaluation section of the contractor Web site. [View the Fiscal Year 2005 Annual Synar Report.](#)

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

Tobacco Program gains new pharmacy partner

The presence of the Tobacco Prevention and Control Program at a meeting of the Washington State Pharmacy Association late last month, including a keynote address by Secretary of Health Mary Selecky, resulted in at least one new partnership with pharmacy operators.

Selecky spoke to more than 150 pharmacists about the role they can play in addressing cardiovascular and tobacco-related disease. Following the address, the manager of pharmacy services for the Haggen grocery store chain expressed interest in promoting the Washington Tobacco Quit Line in all 30 Haggen and Top Foods pharmacies statewide as part of a tobacco cessation promotion. The Tobacco Program will provide Haggen with quit line brochures, cards, and other materials. The pharmacy chief is also considering providing Basic Tobacco Intervention Skills training to the pharmacists in her employ.

In her speech, Selecky emphasized the close relationships many pharmacists have with patients and the resulting opportunities for providing information on healthy lifestyle choices.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Disparities advisory group meets

The first meeting of the new Tobacco Disparities Advisory Committee was held in late January. Assistant Secretary of Health Patty Hayes affirmed the Department of Health’s commitment to addressing tobacco-related health disparities in culturally appropriate ways, and Tobacco Program Manager Terry Reid provided an overview of current program activities and new strategic priorities.

[Committee members](#) reviewed and approved a committee charter and a membership agreement regarding their roles and responsibilities.

The Tobacco Disparities Advisory Committee will next meet on April 15. Topics for that meeting include a review of current tobacco-related health disparities data and efforts to reduce tobacco use in high-risk communities, and discussion of ways the Tobacco Program can recruit a more diverse staff.

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Conference planning begins

An advisory committee met February 11 to begin developing workshops, trainings, and other elements of the Tobacco Program's annual conference, November 7-9 at the Marriott Hotel in SeaTac. The conference is open to all tobacco prevention partners; Tobacco Program contractors are required to send a representative.

The advisory committee includes Tobacco Program staff members Julie Thompson, Paul Davis, and Tom Wiedemann. Contractor members are Sarah Bedsaul, Kittitas County Public Health Department; John Britt, Tacoma-Pierce County Health Department; Kellie Ragan, Jefferson County Health and Human Services; Deb Drandoff, Educational Service District 112; and Shelly Cooper-Ashford, Center for Multi-Cultural Health.

Tobacco Program contractor Wright Communications is staffing the advisory committee and coordinating the conference.

For more information, contact your contract manager.

Kick Butts Day

Kick Butts Day, April 13, is an opportunity for Washington youth to join thousands of kids in every state and around the world in activities to fight Big Tobacco. Kick Butts Day is the Campaign for Tobacco Free Kids' annual celebration of youth leadership and activism. For information on planning and registering events, go to www.kickbuttsday.org/activities/.

In addition, UnfilteredTV.com is creating an event calendar. To post your community's Kick Butts Day activities and encourage youth participation, please provide the following information to your contract manager: event name, description, date, time, location and/or county, and event contact information.

World No Tobacco Day

World No Tobacco Day, a global event that calls attention to impact of tobacco use, takes place May 31. For more information, visit www.wntd.com/about_index.cfm.

Resources

What's new on the road to clean air...an update from SHSCAP

New research

- **11th Report on Toxicology:** This report reconfirms findings that secondhand smoke is a known carcinogen. (*National Toxicology Program [NTP], "11th Report on Carcinogens," U.S. Department of Health and Human Services, Public Health Service, National Toxicology Program [NTP], 2005.*)
- **Secondhand smoke associated with mortality:** Two recent studies confirm that there is significant association between secondhand smoke and lung cancer. In the first study, researchers affiliated with the International Agency for Research on Cancer found that "environmental tobacco smoke is a risk factor for lung cancer and other respiratory diseases, particularly in ex-smokers." [1] In a similar study, researchers in Hong Kong also found "significant dose-dependent associations between passive smoking and mortality from lung cancer, chronic obstructive pulmonary disease, stroke, ischemic heart disease, and from all cancers, all respiratory and circulatory diseases, and all causes." [2]

[1] Vineis P, Airoldi L, Veglia P, et al. Environmental Tobacco Smoke and Risk of Respiratory Cancer and Chronic Obstructive Pulmonary Disease in Former Smokers and Never Smokers In the EPIC Prospective Study. *British Medical Journal*. 2005;330:277-287. [2] McGhee SM, Ho SY, Schooling M, et al. Mortality Associated With Passive Smoking in Hong Kong. *British Medical Journal*. 2005;330:287-288.

Secondhand smoke activities

- **Regional meetings:** SHSCAP attended each of the regional meetings in February. While it is often difficult to be out of the office for so many days, we believe that the face time we get with individuals at these meetings is invaluable. It continues to remind us of how very different and unique each community's needs are around the issue of secondhand smoke. We presented a wealth of information (SHS websites, Statewide Interactive Map of Smoke-Free Restaurants and Smoke-Free Sunday) in a short period of time. If you have follow-up questions let us know – we'd love to provide further clarification.
- **Interactive Map:** We are continuing to coordinate with GMMB to update the listings on this site. We hope to provide a more detailed report in the near future that will include the number of hits to the Web site and an outline of the process we go through to ensure accuracy when updating listings. We continue to hear positive feedback about this site!

If you'd like assistance on a secondhand smoke-related topic or project...
GET IN TOUCH WITH US! Call Tammie Shaw at 509-444-3088, ext. 237, or
tammies@hipspokane.org

Tobacco Prevention & Control Program Clearinghouse

360-236-3966
tobacco.clearing@doh.wa.gov

Clearinghouse coordinator appointed

Jennifer Dodd, who has provided administrative support to the Tobacco Program for more than a year, has assumed the role of coordinator of the clearinghouse.

Please check the newly updated clearinghouse Web page, accessible through CATALYST, for listing of current inventory.

Send your Clearinghouse orders to:
tobacco.clearing@doh.wa.gov
or contact Jennifer Dodd at 360-236-3966.

For more information, contact Carla Huyck at 360-236-3678 or
carla.huyck@doh.wa.gov

Reports to be distributed in late March

Two Tobacco Program reports are at the printer and will be available in late March.

The *Progress Report* is an annual publication that quantifies the Tobacco Program's successes in reducing tobacco use and preventing kids from starting. It includes the latest data from the Healthy Youth Survey, Behavioral Risk Factor Surveillance Systems (BRFSS), and other sources.

The *Strategic Priorities Update: Tobacco Prevention and Control Plan for Washington State* updates the strategic direction for the tobacco prevention and control movement in Washington State. In a recently completed yearlong process, the Tobacco Program conferred with more than 40 tobacco prevention partners and surveyed another 150 stakeholders and partners to reevaluate the program's strategic priorities.

For copies of the reports, contact Jennifer Dodd at 360-236-3966 or tobacco.clearing@doh.wa.gov.

Contractor trainings

A variety of trainings for Tobacco Program contractors and partners are available through the Tobacco Prevention Resource Center. For more information, visit the resource center [Web site](#).



Online Newsletters

[Streethory](#) – American Legacy Foundation's new youth activism site

[Preventing Chronic Disease](#) – Centers for Disease Control's online e-journal (click on subscriptions)

[O₂ magazine](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[Tobacco Free Press](#) – Association of State and Territorial Health Officials, bimonthly

[TTAC Exchange](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers' Rights Foundation – www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention –

www.nlcatp.org

Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org

Teen Health and the Media, University of Washington/Washington Department of Health –

www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org

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